

Appendix E

Sustainability, Growth Policies and Economic Objective



BURNSIDE



Innisfil

Appendix E | Sustainability, Growth Policies and Economic Objectives

Date: June 8, 2022 **Project No.:** 300053011.0000
Project Name: Innisfil Transportation Master Plan Update
To: Town of Innisfil
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1.0 Sustainable Transportation Planning

Sustainable transportation planning refers to the development of a transportation network that reduces resource use, including energy, while still meeting the transportation needs of the community. The Centre for Sustainable Transportation defined a sustainable transportation system as one that:

- Allows individuals and societies to meet their access needs safely and in a manner consistent with human and ecosystem health, and with equity within and between generations.
- Is affordable, operates efficiently, offers choice of transport mode, and supports a vibrant economy.
- Limits emissions and waste within the planet's ability to absorb them, minimize consumption of non-renewable resources, limits consumption of renewable resources to the sustainable yield level, reuses and recycles its components and minimizes the use of land and the production of noise.

1.1 Principles of Sustainable Transportation Planning

The Transportation Association of Canada (TAC) has outlined 12 principles of sustainable transportation planning¹. They can be grouped into the following three themes:

- Transportation and community sustainability (Table E-1).
- Transportation system perspective (Table E-2).
- The way ahead (Table E-3).

¹ Strategies for Sustainable Transportation Planning. *Transportation Association of Canada*. May 2007.

Table E-1: Transportation and Community Sustainability

#	Principle	Strategies
1	Integrate transportation and land use planning	<p>Conduct transportation planning and land use planning concurrently, to accommodate the effects of land use on transportation demand and supply, as well as the effects of transportation systems on the demand for, and patterns of, land development.</p> <p>Use transportation plan policies to encourage supportive land use form and design (e.g., compact, mixed-use, pedestrian-friendly).</p> <p>Highlight the importance of supportive land use policies to the achievement of transportation objectives (e.g., modal shifts, trip length reductions).</p>
2	Protect environmental health	<p>Recognize ways that transportation systems can help achieve environmental goals and provide support in the plan’s strategic directions.</p> <p>Use environmental criteria (e.g., emissions of greenhouse gases and other air pollutants, consumption of non-renewable resources) in the strategic evaluation of alternative land use or transportation scenarios.</p> <p>Identify strategies to “lead by example” and reduce the environmental impacts of government fleets, contractor operations, business travel and staff commuting.</p> <p>Identify strategies to mitigate the impacts of transportation activities on air quality (e.g., anti idling campaigns, promotion of alternative fuels, economic incentives and disincentives).</p> <p>Identify strategies to mitigate water, land and ecosystem impacts of transportation activities (e.g., right-of-way minimization, stormwater runoff management, watershed impact assessment).</p>

#	Principle	Strategies
3	Incorporate social objectives	<p>Recognize ways that transportation systems can help achieve social goals and provide support in the plan’s strategic directions. Identify strategies to maximize access to opportunity for disabled and low-income persons, recent immigrants, youth and the elderly, such as by reducing the dependency on personal automobiles and improving transit.</p> <p>Identify strategies to provide access and mobility for persons with disabilities, such as by making transit and pedestrian infrastructure barrier-free.</p> <p>Identify strategies to improve public health and safety, such as by encouraging active transportation, improving air quality, and reducing road collisions.</p> <p>Identify strategies to reduce negative “quality of life” impacts of transportation facilities and activities (e.g., traffic calming, noise attenuation measures, truck route designation).</p>
4	Support economic development	<p>Recognize ways that transportation systems can support economic development and provide support in the plan’s strategic directions.</p> <p>Identify strategies to support effective and efficient goods movement to and from major gateways (e.g., ports, airports, border crossings) and in key corridors.</p> <p>Identify strategies to support development or redevelopment of priority areas such as downtowns, suburban town centres, brownfield sites and tourism nodes.</p> <p>Identify strategies to maximize the flexibility of the transportation system to respond to changes in energy supply or price.</p>

Table E-2: A Transportation System Perspective

#	Principle	Strategies
5	Take a strategic approach	<p>Establish a comprehensive strategic framework with a vision, goals and other elements, and clearly show linkages to other community goals.</p> <p>Consider alternative futures for land use and transportation systems and evaluate their requirements and implications.</p> <p>Set deliberate, realistic and quantitative objectives, identify conditions needed for their achievement, and show the implications of failing to achieve them.</p>

#	Principle	Strategies
6	Consider all modes	<p>Identify strategies to increase walking, cycling, transit, ridesharing and teleworking.</p> <p>Recognize synergies and tensions among different modes (e.g., seasonal shifts between cycling and transit, competition between transit and ridesharing), and their implications for transportation objectives.</p> <p>Identify strategies to make transit operations more sustainable.</p> <p>Identify strategies to make motor vehicle use more sustainable (e.g., incident management, signal optimization, traveller information).</p> <p>Identify strategies to achieve transportation goals through parking management.</p> <p>Identify strategies to make the intersection points between urban and intercity transportation systems more effective and efficient (e.g., transit service to airports, rail-road grade separations).</p> <p>Identify strategies to make freight activity more sustainable (e.g., modal shift from road to rail, efficient routing practices).</p>
7	Manage transportation demand	<p>Place strategic priority on transportation demand management (TDM) as a complement to managing transportation supply.</p> <p>Identify strategies for a range of TDM approaches in areas that include development approvals, pricing, incentives and outreach.</p> <p>Identify key stakeholders in TDM implementation along with their roles, responsibilities and resource requirements.</p>
8	Manage transportation supply	<p>Identify strategies to maximize the multimodal capacity of current infrastructure (e.g., transit priority, access management).</p> <p>Identify a policy target for minimum roadway level of service standards based on an evaluation of alternative standards and their implications.</p> <p>Identify strategies to manage recurring and nonrecurring congestion.</p> <p>Identify strategies to manage transportation assets (e.g., maintenance, repair, rehabilitation, renewal).</p>

Table E-3: The Way Ahead

#	Principle	Actions
9	Provide implementation guidance	<p>Identify a long-range implementation strategy that is based on desired outcomes and explains key facility, service, program and policy priorities.</p> <p>Identify a short-term implementation strategy that prescribes early actions to build momentum and lay the foundation for long-term change.</p> <p>Identify criteria for ongoing refinement of the implementation strategies (e.g., operational reasons to accelerate or defer projects, principles to guide budget decisions).</p> <p>Identify subsequent planning efforts that are needed to guide implementation (e.g., area or modal plans, facility plans, management strategies).</p>
10	Provide financial guidance	<p>Identify expected future transportation revenues and capital and operating costs (including the cost of programs, services, fleets, facility construction and maintenance).</p> <p>Identify expected funding gaps and illustrate implications by contrasting a “fiscally constrained” scenario (costs limited to revenues) and a “fiscally unconstrained” scenario (costs exceed revenues).</p> <p>Identify options for overcoming funding gaps.</p> <p>Identify principles for balanced spending to maximize results from available funds.</p>
11	Measure performance	<p>Highlight the need for a performance measurement program to monitor progress toward planning goals.</p> <p>Identify a performance measurement framework that is tied to the plan’s strategic framework and monitors outputs, outcomes and external influences.</p> <p>Identify a reporting strategy to effectively communicate performance measurement results.</p>

#	Principle	Actions
12	Create a living plan with public involvement	<p>Involvement of the public in the transportation planning process and identify ways for public involvement to enhance future program and project implementation.</p> <p>Identify a minimum frequency to review or update the plan (both may occur in tandem with parallel community plan processes), as well as key criteria that could trigger a plan review (e.g., based on development activity or performance measurement results).</p> <p>Identify a process for regular updates to the implementation program, as an extension of the plan.</p> <p>Identify other processes (e.g., area plans, modal plans, management strategies) that will represent extensions or updates to the plan, and whether/how they will be integrated into the plan through future updates.</p>

1.2 Federal Departmental Sustainable Development Strategy

Transport Canada’s Federal Departmental Sustainable Development Strategy (FSDS) is prepared every three years. The 2020 to 2023 strategy is the fourth strategy since the Federal Sustainable Development Act came into force in 2008. The basic principle of the Federal Sustainable Development Act states that sustainable development is based on an efficient use of natural, social and economic resources². The vision of the FSDS is a transportation system in Canada that is recognized worldwide as safe and secure, efficient and environmentally responsible. The three guiding principles includes:

- The highest possible safety and security of life and property, supported by performance-based standards and regulations.
- The efficient movement of people and goods to support economic prosperity and a sustainable quality of life, based on competitive markets and targeted use of regulation and government funding.
- Respect of the environmental legacy for future generations of Canadians, guided by environmental assessment and planning processes in transportation decisions and selective use of regulation and government funding.

The five key theme areas of the FSDS include:

1. Enhancing the experience of the Canadian traveler.
2. Building a safer, more secure transportation system that earns the confidence of Canadians.

² <https://tc.canada.ca/en/corporate-services/transparency/corporate-management-reporting/departmental-plans/transport-canada-2021-2022-departmental-plan/transport-canada-s-departmental-sustainable-development-strategy-2020-2023-2021-2022-update>

3. Investing in a greener, more innovative transportation sector that embraces new technologies to improve Canadians' lives.
4. Protecting Canada's waterways, costs, and the North.
5. Improving Canada's transportation infrastructure and trade corridors to get products to global markets more efficiently.

1.3 Federal Climate Change Commitments

In December 2020, the Government of Canada introduced A Healthy Environment and a Healthy Economy, a climate plan that builds off the 2016 Pan-Canadian Framework on Clean Growth and Climate Change (PCF). This plan aims to exceed its 2030 Paris Agreement emission reduction target and aims for a net-zero emission future by 2050.

A major component to this updated plan is making clean, affordable transportation and power available in every Canadian community. The commitments made by the Government of Canada include expanding the supply of clean electricity, investing in next-generation clean energy and technology, encouraging cleaner modes of transportation such as zero-emission vehicles, transit, and active transportation.



Federal targets on zero-emission vehicles include:

- 10% of light-duty vehicle sales are zero-emission by 2025.
- 30% of light-duty vehicle sales are zero-emission by 2030.
- 100% of light-duty vehicle sales are zero-emission by 2035.

Action items related to this component include the following:

- Invest an additional \$287 million over two years to continue the Incentives for Zero-Emission Vehicles (iZEV) program until March 2022.
- Include a 100-percent tax write off for commercial light-duty, medium-duty, and heavy-duty zero-emission vehicles.
- Develop a national active transportation strategy and explore ways to deliver more active transportation options.
- Develop a plan to electrify public transit systems and provide permanent public transit funding.

2.0 Provincial Growth Objectives

A Place to Grow (“Growth Plan”) is the Ontario government’s initiative to plan for growth and development in a way that supports economic prosperity, protects the environment, and helps communities achieve a high quality of life. This provincial policy framework supports the achievement of complete communities with access to transit networks, protected employment zones and an increase in the amount and variety of housing available.

A Place to Grow outlines policies for managing growth. Relevant growth management policies can be found in Table E-4.

Table E-4: Growth Management Related Provincial Policies

Policy	Description
2.2.1	<p>Managing Growth</p> <p>Population and employment forecasts contained in Schedule 3 or such higher forecasts as established by the applicable upper- or single-tier municipality through its municipal comprehensive review will be used for planning and managing growth in the GGH to the horizon of this Plan in accordance with the policies in subsection 5.2.4.</p> <p>Forecasted growth to the horizon of this Plan will be allocated based on the following:</p> <ul style="list-style-type: none"> • The vast majority of growth will be directed to settlement areas that have a delineated built boundary, have existing or planned municipal water and wastewater systems; and can support the achievement of complete communities. • Growth will be limited in settlement areas that are rural settlements, are not serviced by existing or planned municipal water and wastewater systems; or are in the Greenbelt Area. • Within settlement areas, growth will be focused in delineated built-up areas, strategic growth areas, locations with existing or planned transit, with a priority

Policy	Description
	<p>on higher order transit where it exists or is planned, and areas with existing or planned public service facilities.</p> <ul style="list-style-type: none"> • Development will be directed to settlement areas, except where the policies of this Plan permit otherwise. <p>Upper- and single-tier municipalities will undertake integrated planning to manage forecasted growth to the horizon of this Plan, which will:</p> <ul style="list-style-type: none"> • Establish a hierarchy of settlement areas, and of areas within settlement areas in accordance with policy 2.2.1.2. <p>Be implemented through a municipal comprehensive review and, where applicable, include direction to lower-tier municipalities.</p>
2.2.2	<p>Delineated Built-up Areas</p> <p>Simcoe County, through the next municipal comprehensive review, each establish the minimum percentage of all residential development occurring annual that will be within the delineated built-up area, based on maintaining or improving upon the minimum intensification target contained in the applicable upper- or single-tier official plan.</p> <p>All municipalities will develop a strategy to achieve the minimum intensification target and intensification throughout delineated built-up areas which will:</p> <ul style="list-style-type: none"> • Identify strategic growth areas to support achievement of the intensification target and recognize them as a key focus for development. • Identify the appropriate type and scale of development in strategic growth areas and transition of built form of adjacent areas. • Encourage intensification generally throughout the delineated built-up area. • Ensure lands are zoned and development is designed in a manner that supports the achievement of complete communities. • Prioritize planning and investments in infrastructure and public service facilities that will support intensification; and • Be implemented through official plan policies and designations, updated zoning and other supporting documents.

Policy	Description
5.2.4	<p data-bbox="334 285 565 317">Growth Forecasts</p> <p data-bbox="334 338 1414 485">All references to forecasted growth to the horizon of this Plan are references to the population and employment forecasts in Schedule 3 or such higher forecasts as are established by the applicable upper- or single-tier municipality through its municipal comprehensive review.</p> <p data-bbox="334 506 1377 768">The population and employment forecasts and plan horizon contained in the applicable upper- or single-tier official plan that is approved and in effect as of August 28, 2020 will apply to all planning matters in that municipality, including lower-tier planning matters where applicable, until the upper- or single-tier municipality has applied the forecasts in Schedule 3 in accordance with policy 5.2.4.2 and those forecasts are approved and in effect in the upper- or single-tier official plan.</p> <p data-bbox="334 789 1398 978">Notwithstanding the policies of this Plan regarding planning and managing forecasted growth to the horizon of this Plan, including the time horizon for making sufficient land available to meet projected needs, lower-tier municipalities cannot designate land beyond the horizon established in the applicable upper-tier official plan that is approved and in effect.</p> <p data-bbox="334 999 1382 1104">Within delineated built-up areas, municipalities may plan for development beyond the horizon of this Plan for strategic growth areas that are delineated in official plans and subject to minimum density targets, provided that:</p> <ul data-bbox="334 1125 1390 1356" style="list-style-type: none"> <li data-bbox="334 1125 1390 1209">• Integrated planning for infrastructure and public service facilities would ensure that the development does not exceed existing or planned capacity. <li data-bbox="334 1209 1390 1293">• The type and scale of built form for the development would be contextually appropriate. <li data-bbox="334 1293 1390 1356">• The development would support the achievement of complete communities, including a diverse mix of land uses and sufficient open space.
5.2.5	<p data-bbox="334 1402 435 1434">Targets</p> <p data-bbox="334 1455 1406 1644">The minimum intensification and density targets in the Growth Plan, including any alternative targets that have been permitted by the Minister, are minimum standards and municipalities are encouraged to go beyond these minimum targets, where appropriate, except where doing so would conflict with any policy of this Plan, the PPS or any other provincial plan.</p> <p data-bbox="334 1665 1414 1812">The minimum intensification and density targets in this Plan or established pursuant to this Plan will be identified in upper-and single-tier official plans. Any changes to the targets established pursuant to this Plan may only be implemented through a municipal comprehensive review.</p> <p data-bbox="334 1833 1414 1906">For the purposes of implementing the minimum intensification and density targets in this Plan, upper-and single-tier municipalities will, through a municipal</p>

Policy	Description
	<p>comprehensive review, delineate the following in their official plans, where applicable:</p> <ul style="list-style-type: none"> • Delineated built-up areas. • Urban growth centres. • Major transit station areas. • Other strategic growth areas for which a minimum density target will be established. • Excess lands. <p>For each applicable delineated area, the minimum density targets in this Plan are to be implemented through:</p> <ul style="list-style-type: none"> • Upper-tier official plan policies that identify the minimum density targets and require lower-tier municipalities to undertake planning, such as secondary plans, to establish permitted uses and identify densities, heights, and other elements of site design. • Single-tier official plan policies that identify the minimum density targets and, through secondary planning or other initiatives, establish permitted uses within the delineated area and identify densities, heights, and other elements of site design. • Zoning all lands in a manner that would implement the official plan policies. <p>The use of any applicable legislative and regulatory tools that may establish area or site-specific minimum densities, heights, and other elements of site design.</p>

Section 6 of the Growth Plan has specific growth management policies for Simcoe County, the City of Barrie, and the City of Orillia, which are known in the Growth Plan as the “Simcoe Sub-Area”. Relevant Simcoe Sub-area growth management policies are found in Table D-5.

Table D-5: Growth Management Policies for the Simcoe Sub-Area

Policy	Description
6.2	<p>Growth Forecasts</p> <p>Through the next municipal comprehensive review, Simcoe County will allocate the growth forecasts in Schedule 3 to lower-tier municipalities in accordance with policy 5.2.3.2 e) in a manner that implements the policies of this Plan, such that a significant portion of population and employment growth is directed to lower-tier municipalities that contain primary settlement areas.</p> <p>There are no primary settlement areas identified in the Town of Innisfil.</p> <p>The employment forecasts in this Plan include employment located in the strategic settlement employment areas and economic employment districts.</p> <p>Innisfil Heights has been identified as a strategic employment settlement area.</p>

Policy	Description
6.3	<p>Managing Growth</p> <p>The Town of Innisfil, in planning to meet their employment forecasts, may direct appropriate employment to the Innisfil Heights strategic settlement employment area respectively.</p>
6.4	<p>The Minister, in consultation with affected municipalities and stakeholders, has determined the location and boundaries of strategic settlement employment areas, and has established as appropriate the following:</p> <ul style="list-style-type: none"> • Permitted uses, and the mix and percentage of certain uses. • Permitted uses for specific areas within the strategic settlement employment areas. • Lot sizes: and any additional policies and definitions that apply to these areas. <p>For lands within strategic settlement employment areas and the economic employment districts the municipality can identify the natural heritage systems, features, and areas for protection.</p>

On August 28, 2020, Amendment 1 to A Place to Grow and Proposed Lands Needs Assessment Methodology came into force and effect. The upper- and single-tier municipalities were then required to conduct a Municipal Comprehensive Review (MCR) to ensure that their Official Plans conformed with provincial plans and policies. Lower-tier municipalities were then required to conduct an Official Plan Review to conform with their respective upper-tiers. These processes are currently on-going for Simcoe County and the Town of Innisfil.

As a part of the amendment, Schedule 3 of the Growth Plan contain population and employment forecasts within Ontario for the updated horizon year of 2051. Population forecasts for Simcoe County and the City of Barrie are found in Table E-6.

Table E-6: 2051 Population and Employment Forecasts

Jurisdiction	2051 Population	2051 Employment
Simcoe County	555,000	198,000
City of Barrie	298,000	150,000

In addition, Schedule 7 of the previous Growth Plan, which established population and employment forecasts to 2031 for lower-tier municipalities, has been removed from the current Plan.

3.0 Town Growth and Economic Objectives

3.1 The Orbit: Innisfil

In November 2019, Innisfil Council adopted the vision for the Orbit, a planned community to be developed east of 20th Sideroad, directly south of Alcona and centred around the future Innisfil GO Station.

As the population of Innisfil continues to grow, the Orbit is intended to allow for this growth to occur in a way that maintains the natural landscapes and environment by consolidating it all into one location. The Orbit is intended to create a healthy community by including active transportation, low-impact development, water management, and energy saving into its design.

The November 2019 staff report DSR-154-20 outlined the requirement for an expedited planning approval process to enable the creation of the Orbit. To facilitate this, a request for Ministerial Zoning Order (MZO) was prepared with the support of the County of Simcoe to establish the outer limit of the Orbit as a Major Transit Station Area and support initial stages, including the proposed GO Station and planning controls for future development.

The MZO submitted by the Town of Innisfil proposes land use permissions for a radius of 425 m from the proposed GO Station. The ultimate vision for the Orbit and Major Transit Station Area Boundary is to support the development of a walkable community within approximately 20-minutes radius of the proposed GO Station. The MZO would apply broadly to the lands surrounding the GO Station and propose a framework and phasing of development standards radiating outwards.

The first concentric zoning ring proposed in the MZO would apply to lands within a 225-metre radius of the Orbit centre and permit mixed use development, including minimum densities of 200 residential dwelling units per net hectare and a combined minimum of 11,000 square metres of non-residential floor area at various levels. Building heights are generally proposed at a minimum of 6 storeys. The second concentric ring proposed in the MZO would apply to lands within a 225-425m radius of the Orbit centre and permit a minimum of 150 residential dwelling units per net hectare and a minimum 1,000 square metres of non-residential floor area is proposed.

The final MZO report was brought before Innisfil Council on November 4, 2020 and forwarded to the Ministry of Municipal Affairs and Housing for consideration. The Province of Ontario subsequently approved the council endorsed MZO on August 9, 2021, allowing for work to progress on preparing a Secondary Plan for the area.

3.2 Cookstown Heritage Conservation District

In May 2012, Town of Innisfil Council approved a recommendation to create a steering committee and prepare a study to create a Heritage Conservation District (HCD) for Cookstown. Cookstown was originally settled in the mid 1800's as Perry's Corners. The hamlet grew to become a vibrant commercial core, with the majority of the buildings along Queen Street,

Church Street, and King Street within Cookstown dating back to the early settlement. The HCD comprises a 14-block area surrounding the intersection of Queen Street and King Street, and includes a number of historical buildings from the late 1800's and early 1900's.

The HCD Study prepared in 2013 identified Cookstown's unique history of development and street pattern, largely resulting from the convergence of four former townships. The 14 block HCD boundary contains the commercial core, single-detached residential dwellings, institutional properties, and open space areas which are key contributors to the unique character and history of Cookstown.

Through the HCD Study, a number of recommendations and observations were made, including the following:

- Cookstown contains a unique blend of architectural styles, including Victorian and Edwardian. The building composition includes intricate brick and wood patterns that are well preserved within the proposed HCD boundary.
- The community is located at the intersection of four historical townships: Innisfil, West Gwillimbury, Tecumseth and Essa resulting in unique lot and road patterns. Numerous buildings were constructed in the late 19th and early 20th centuries and are maintained in good condition within the proposed HCD Boundary.
- Three churches are located within the proposed HCD boundary and are key historical landmarks within Cookstown. Gateways into Cookstown exist along the four main roadways King Street North/South, Church and Queen Streets. Distinct views through and from within Cookstown exist from key locations within the proposed boundary.
- Town policies and strategic planning documents promote the development of an HCD in Cookstown. Policies speak to the importance of protecting and reinforcing the unique characteristics of Cookstown and utilizing the provisions of the Ontario Heritage Act to do so.
- A central transportation network was established along the former township borders. The former CN Railway station and line have historical significance in the development of Cookstown. The current use of the rail line as a trail provides views and vistas to outlying areas.

The Cookstown Heritage Conservation District, under the Ontario Heritage Act, provides specific policies and guidelines intended to protect and enhance the features that give Cookstown a unique identity. These policies are intended to prevent inappropriate development and demolition applications within the HCD, provide economic opportunities for small businesses within the unique character, and set clear guidelines and policies for new development.

3.3 Innisfil Heights Strategic Settlement Employment Area (IHSSEA)

Innisfil Heights is defined as a Strategic Settlement Employment Area within the Town and identified within A Place to Grow: Growth Plan for the Greater Golden Horseshoe. Innisfil Heights is located along the east and west sides of Highway 400, focused on the intersection with Innisfil Beach Road. In 2012, the Simcoe Sub-Area Amendment under the Growth Plan

came into effect to implement the IHSSEA. In 2013, the Minister of Infrastructure issued a directive setting out the permitted uses for the IHSSEA, which limits permitted uses to a range of employment uses “that depend on access to, and the efficient movement of goods on, Highway 400” and employment-supportive uses. Major retail and residential uses are not permitted within the IHSSEA.

In July 2020, Innisfil Council adopted the Final Amendment to the Town’s Our Place Official Plan to expand the boundary of the IHSSEA, north to the City of Barrie Border and south to 6th Line. This was enabled by the Province, which expanded the boundary through an amendment to the Growth Plan for the Greater Golden Horseshoe. The expanded area provides approximately 200 additional gross hectares of land within the IHSSEA.

3.4 Alcona North Secondary Plan and South Secondary Plans

The Alcona North Secondary Plan is to guide growth and development within north Alcona, from 20th Sideroad to 9th Line. As a result of projected population and job expansion throughout Simcoe County and the Greater Toronto Area, transportation demand in the area will double over the next 20 years. The current structure of the Innisfil road network will be insufficient to accommodate this expansion. The community is expected to have a gross density of 67 people and jobs per hectare. Single and semi-detached dwellings will account for 52% of residential development, while townhouses and apartment units will account for 48%. The neighbourhood will include a road system made up of collector and local roads that will form a modified grid of connected streets. While enabling future transit, it will be built to promote efficient vehicle and bicycle traffic, as well as comfortable and walkable pedestrian travel. On all collector roads, dedicated cycling lanes will be provided. The road network will be complemented by a trail system that connects Alcona to the rest of the Town by utilizing natural environmental features.

The Alcona South Secondary Plan is to guide growth and development within south Alcona and plans for five neighbourhoods and an overall density of 67 persons and jobs per hectare. The secondary plan area is to be designed to be compact and walkable, supporting fixed route transit in the future. The road system is to consist of collector and local roads within a modified grid pattern, and it shall be designed to facilitate efficient auto and bicycle travel, comfortable and walkable pedestrian travel, and future transit service. Dedicated bicycle lanes are planned for all collector roads, supported by a trail system connecting to the rest of Alcona.

3.5 Tourism Destination Master Plan

The Town of Innisfil recognizes the importance of tourism promotion and investment, and it is one of the Town’s strategic goals. In December 2015, the Tourism Destination planning process began. Tourism is an economic engine, especially for a town that drives its revenue from cottage country. Tourism generates tax revenues that may be redirected to infrastructure, health care, education, research, and social service programs.

The process ensures the strategic development of facilities, amenities, activities, services and experiences available to attract visitors while simultaneously providing business growth opportunities within the broader destination and its local communities.

An assessment of Innisfil's tourism businesses was a necessary first step to help define what Innisfil must offer. The assessment identified 141 tourism assets. Through the assessment process three unique themes were identified that differentiate Innisfil from other destinations:

- Fast-Paced Entertainment (motorsports, harness racing, gaming, unique sports events).
- Rural Retail & Arts (agri-tourism, antiques, hands-on experiences, unique/specialty shopping, artists, galleries, studio tours).
- Friday Harbour All Seasons Resort.

Friday Harbour All Seasons Resort contains a mix of land uses, facilities, and services including:

- Residences such as townhouses, condominiums.
- A slip marina for boat storage, docking, members facilities, and fueling, dining.
- Golf and other recreational activities.
- Dining and shopping.
- Culture centre.
- Hotel and conference centre.

The resort is positioned by Lake Simcoe and its range of housing and other recreational, and business services make the resort a key tourist destination appealing to local and visitor markets.